# **Promotional Concepts** and Strategies Chapter 17

# Sec. 17.1 – Promotion and the Promotion Mix

#### What you'll learn

- The role of promotion in marketing
- The concept of promotional mix
- The characteristics of personal selling and advertising
- The nature and scope of publicity



#### Promotion

 Any form of communication a business or organization uses to <u>inform</u>, <u>persuade</u>, or <u>remind</u> people about its products





#### **Product Promotion**

 Used to convince customers to buy your products instead of those of the competition





# Institutional Promotion

 Used by a business to create a favorable image for itself



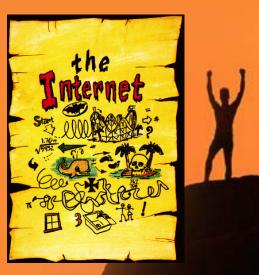
# Promotional Mix — a combination of the different types of promotion

- Personal Selling
- Advertising
- Direct marketing
- Sales promotion
- Public relations



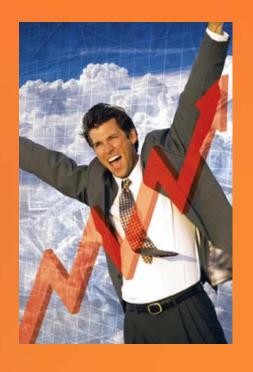






## Personal Selling

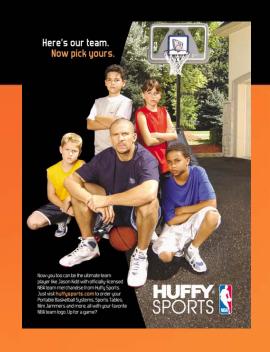
 Any form of direct contact occurring between a salesperson and a customer





### Advertising

- Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor
  - Nationally, businesses spend about \$200 billion annually on various types of advertising





#### **Direct Marketing**

- A type of advertising directed to a targeted group of prospects and customers rather than to a mass audience.
  - Printed direct mail, sent via regular mail to a home or business
  - Electronic direct mail
- It's goal is to generate sales or leads for sales representatives to pursue

#### Sales Promotion

 All marketing activities, other than personal selling, advertising, and public relations, that are used to stimulate consumer purchasing and sales effectiveness







#### Public Relations and Publicity

 Public Relations – any activity designed to create a favorable image toward a business, its products, or its policies





# PR Specialists

Write News
 Releases -- a
 prewritten story
 about a company
 that is sent to the
 various media



WRANGLERS PEN THREE FORMER NAU GRIDDERS TO CONTRACTS...9/19/84

Contact: Steve Des Georges

The Arizona Wranglers, 1984 Western Conference champions, have announced the signings of three former Northern Arizona University football players.

Signed to contracts by the Phoenix-based USFL entry are fullback Elbert "Bo" Perry, defensive end Brad Rowland and cornerback Joe Walker.

"We're hopeful these three can contribute to the team's efforts next season," commented Wrangler general manager Bruce Allen. "It's always a plus when you can find and sign talent from your own backyard and I'm sure you'll see us signing more local products in the future."

Perry, a 6-1, 209 lb. runningback, played two seasons of JC ball at Arizona Western in 1981 and 1982 before transferring to NAU for the 1982 and 1983 college seasons. The native of Groton, Conn. had his biggest campaign as a junior in '82 when he led the Lumberjacks in rushing, carrying 166 times for 680 yards (4.1 average) and four TDs. He also claimed a touchdown on 12 receptions and 91 yards (7.6 average). For his junior efforts he was named an honorable mention All-Big Sky choice.

Rowland is a 6-5, 265 lb. defensive end who was tried out and later released by the Dallas Cowboys prior to the start of the 1984 NFL preseason schedule. A native of Huntington Beach in California, Rowland transferred to NAU from Golden West JC in Southern California in time for the 1982 season and played in all 11 games for head coach Joe Harper's Lumberjacks. During that time, Rowland impressed with six tackles for losses of 30 yards and contributed a total 83 tackles. Prior to the start of the 1983 schedule he was selected a preseason All-American candidate by the Sporting News. However, a preseason injury kept him off the field that season. (MORE)

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UNITED STATES FOOTBALL LEAGUE

# Writing News Releases

- First paragraph should answer Who, What, When, Where, and Why questions.
- Develop important facts in next few paragraphs.
- Less important information can follow but should be edited.
- Include the full name and position of any people mentioned.
- Include the name, address, and phone number of the contact person.
- Be brief only one or two pages. "###" at the bottom of the last page signifies the end.

# Public Relations and Publicity

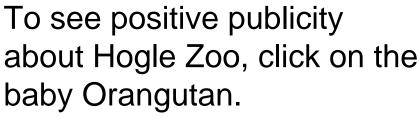
 Publicity – a specific kind of public relations that involves placing positive and newsworthy information about a business, its products, or its policies in the media.



#### Because it is free, business often has the least control over publicity









To see negative publicity abut Hogle Zoo, click on the elephant

#### Coordination of Promotional Mix

- Most businesses use more than one type
- All types of promotion must be coordinated
- Must consider the promotional budget